

October 22, 2010

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
Managing entity of the Sunset & Vine BID for
Central Hollywood Coalition

SUBJECT: Third Quarter Report
July 30, 2010 through September 30, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting the Third Quarter Report to summarize key activities of the Sunset & Vine BID.

I. Operational Issues

- In the July meeting, Duke Gallagher (Treasurer) went over the financials with the board. Gallagher mentioned that additional money had been received from the city, which included some 2009 delinquency dollars recently paid. The current delinquency rate for the year is 1.1%.
- The Board elected not to meet in August
- The September board meeting reported the delinquency rate remained at budget 1.1%.
- As of the September board meeting, we have yet to tap into the Social Services item for the year. It was decided to invite Social Services at Blessed Sacrament to give a presentation to the Board on their proposed renovation.
- Board President Ryan Harter was working with the staff to finalize his appointments for this year's nominating committee. There are currently seven Board members whose terms expire in 2011.
- For the second year in a row, the Board voted not to increase BID assessments for 2011.

- During the month of July, the HPOA office moved to suite 414 in the Taft Building.

II. Security

- In the September board meeting, it was announced that a committee was formed consisting of various agencies including; Blessed Sacrament, Andrews International, LAPD, Gett Love, HPOA and the Veteran's Administration to help aid homeless veterans identified during the April Registry. The goal of the committee is to identify service needs and housing available through the VA system.
- The Corporation for Supportive Housing has awarded a \$50,000 grant to People Assisting the Homeless for a full time outreach worker dedicated to the Hollywood Registry Area, which largely comprises the Sunset & Vine and Hollywood Entertainment District BID's.
- As of September 26, the BID Security team has initiated 225 private persons' arrests, responded to 864 radio calls and handed out 209 social service referrals in 2010.

III. Streetscape Issues

- In the July Board meeting, Sarah MacPherson, reported that staff is reaching out to Chase Bank Executives to determine if it would be feasible to partner with them to create a "public patio" in the plaza surrounding the Chase Fountain.
- MacPherson informed the board that the Hollywood BID's Side and Backstreets tree planting project would be starting in September. While conducting a walk-through for the project, MacPherson noticed six trees were deceased along the Selma side of the Sunset and Vine apartments, within the Sunset & Vine BID. MacPherson received permission from the property manager to revive and replace the trees and will receive full compensation from the owner of the property.
- In the September board meeting, MacPherson informed the Board that the Urban Forestry division has adopted the proposed standards for tree wells along the Walk of Fame. Repair of the walk will begin along the east side of Vine Street between Selma Avenue and Sunset Boulevard in January. The repair will include the removal of Ficus trees and installation of Jacaranda trees and Mexican Fan Palms to match the west side of the street. MacPherson said there may be a gap in funding and the

board may consider using funds from the beautification budget to pay for the tree planting.

IV. Marketing Issues

- In the July board meeting, Josh Williams and Tim McLarney of BW and True North Research presented some of the findings from the Demographic Research study. One of the most apparent themes was that both locals and tourists alike felt that parking was difficult to find in Hollywood. Many of those surveyed also felt that Hollywood was “dirty”. HPOA staff is working with the CRA to discuss if potential grant money could be used to create way finding signage for Hollywood to help direct the public to parking facilities. The potential funds that would be used for this program have already been allocated for a façade improvement program which may not go into effect immediately.
- Devin Strecker reported that a limited amount of businesses from the Sunset & Vine BID participated in this year’s Hollywood Visitor’s Guide and Map. It was decided that the marketing committee will discuss whether businesses in the Sunset & Vine BID benefit from a Hollywood Visitor’s Map. The inclusion of Sunset Boulevard in the Sunset & Vine BID was added as a courtesy to Sunset businesses. In the meantime, the staff is looking into having the Sunset logo placed on the map for maps that will be placed in kiosks along Sunset Boulevard. In the September board meeting, Strecker announced that the visitors guide is complete and is currently being distributed at more than 600 locations throughout Southern California! In addition, the map will be placed on the BID’s website, (www.sunsetandvinebid.org); on five informational kiosks throughout Hollywood; and in three editions of Where Magazine, the BID’s partner in printing the map.

V. Other

- In the September meeting, Lillian Kuo informed the board that the BID renewal Steering Committee met with engineer Jim McGuire from Willdan Financial. The committee expects to have a first draft of the assessment roll ready for the committee to review in mid October. Kuo also shared the proposed benefit zones and annual budget with the board.